

Message Text

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PAGE 01 KUWAIT 02772 211329Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
-----211355Z 123403 /45

R 211250Z MAY 77
FM AMEMBASSY KUWAIT
TO SECSTATE WASHDC 8078
INFO AMEMBASSY ABU DHABI
AMEMBASSY AMMAN
AMEMBASSY ATHENS
USINT BAGHDAD
AMEMBASSY CAIRO
AMCONSUL CASABLANCA
AMEMBASSY DAMASCUS
AMCONSUL DHAHRAN
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY TEHRAN
AMEMBASSY TUNIS
USDA WASHDC
USDOC WASHDC

UNCLAS KUWAIT 2772

ATHENS FOR RTDO

USDA FOR FAS/W

USDOC FOR BIC/CAGNE FOR ROBERT RUAN

E.O. 11652: N/A
TAGS: BEXP
SUBJECT: FY 1979 USDOC/CAGNE TRADE PROMOTION PROGRAM--UPDATE

REF: (A) STATE 81091, (B) KUWAIT 2324 (NOTAL),
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(C) DAMASCUS 3048, (D) MUSCAT 733, (E) CAIRO 7788,
(F) DOHA 563, (G) ABU DHABI 1381, (H) JIDDA 3370,
(I) CASABLANCA 503, (J) BAGHDAD 780, (K) TEHRAN 4246,
(L) TUNIS 3350, (M) TEL AVIV 2763, (N) MANAMA 848.

1. HAVING REVIEWED RESPONSES TO REF A (REFS C-N),
EMBASSY WOULD LIKE TO REVISE ITS OWN FY 79 PROPOSED

TRADE EVENT SCHEDULE (REF B) AS FOLLOWS:

A. FOOD PROCESSING AND PACKAGING, (REF B, 1B); CAIRO, BAGHDAD, TUNIS, CASABLANCA, AND TEHRAN, ALL PROPOSE A TRADE EVENT TARGETED AT FOOD PROCESSING AND PACKAGING. IN PARTICULAR TUNIS AND CASABLANCA PROPOSE A VIDEO/ CATALOG SHOW ALONG LINES OF REF A, PARA. 5. CATALOG SHOWS ARE RARELY USEFUL IN KUWAIT CONDITIONS, SINCE MOST KUWAITI BUSINESSES PREFER DIRECT CONTACT WITH COMPANY REPRESENTATIVE, PREFERABLY BY APPOINTMENT AT KUWAITI'S OFFICE. HOWEVER, A FOOD PROCESSING AND PACKAGING CATALOG SHOW, COUPLED WITH OUR PROPOSED FOOD SHOW, COULD TAKE ADVANTAGE OF LATTER, WHILE PROVIDING INTERESTING COMPLEMENT TO FOOD EXHIBITS, MAXIMIZING ATTENDANCE AT BOTH EVENTS. AS FOR TIMING, JANUARY-FEBRUARY (ALSO SUGGESTED BY BAGHDAD AND TEHRAN) IS SUITABLE.

B. CONSTRUCTION EQUIPMENT: SUGGEST KUWAIT BE INCLUDED IN TRADE PROMOTION EVENT SUGGESTED BY TEHRAN, BAGHDAD AND CAIRO. KUWAIT IS VERY ACTIVE CONSTRUCTION MARKET. MUNICIPALITY IS NOW WORKING ON PLANS THAT WILL REMAKE SEVERAL AREAS OF THE CITY OVER NEXT FEW YEARS, AS WELL AS ESTABLISH AT LEAST TWO NEW CENTERS OUTSIDE OF CITY. OVER FOUR BILLION DOLLARS WILL BE SPENT ON GOK HOUSING PROGRAM TO PROVIDE HOMES, ALONG WITH COMMUNITY CENTERS, TO KUWAITI FAMILIES TO ALLEVIATE HOUSING SHORGAGE. MOTORWAY PROJECT TO UPGRADE AND EXPAND PRESENT HIGHWAY SYSTEM IS EXPECTED TO REACH OVER ONE BILLION DOLLARS. PRIVATE RESIDENTIAL AND COMMERCIAL CONSTRUCTION BOOM
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WILL PROVIDE NUMEROUS OPPORTUNITIES FOR ALL TYPES OF CONSTRUCTION EQUIPMENT. ALTHOUGH U.S. IS WELL REPRESENTED IN THE MARKET, OPPORTUNITIES ARE OF SUCH MAGNITUDE AS TO LEAVE ROOM FOR MORE NEW ENTRANTS. IN ADDITION, SUBSIDIARY THEME OF EVENT COULD BE MATERIALS HANDLING EQUIPMENT, AS KUWAIT SEEKS TO MECHANIZE ITS PORT AND WAREHOUSING FACILITIES. TRADE MISSION WOULD BE BEST FORMAT. SINCE TEHRAN HAS PROPOSED TRADE CENTER EXHIBITION, IT MIGHT BE POSSIBLE FOR SOME REPS, BEFORE EXHIBITION, TO VISIT KUWAIT AND OTHER CAPITALS (SUCH AS BAGHDAD AND CAIRO) TO PROMOTE ATTENDANCE AS WELL AS SEE POTENTIAL AGENCY REPS.

C. GIVEN LACK OF OTHER MISSION INTEREST IN OUR ALTERNATIVE (PARA 1E, REF B) OF CONSUMER ELECTRONICS PRODUCTS, WE SUGGEST THAT IF CONSIDERED AT ALL, THESE PRODUCTS BE INCLUDED IN HOME AND KITCHEN APPLIANCE MISSION SUGGESTED BY DOHA. LATTER MISSION WOULD PROBABLY ATTRACT SOME INTEREST HERE.

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